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General Trade Edition

DIG & DUNG

WITH 1954 PRICES

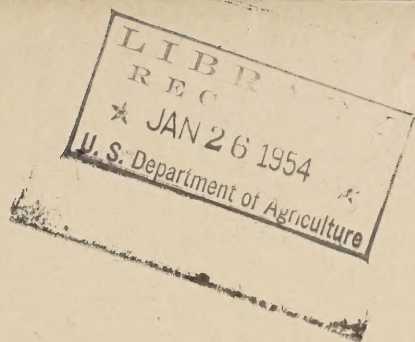
Sales and Service Bulletin

W BLUE LABEL DAHLIAS W

Sure to Grow. Free from Disease. True to Name

WAYLAND DAHLIA GARDENS

E. R. & H. M. RYNO, Props.
Wayland, Mich., U.S.A.



Attention Buyer or Advertising Manager

General Trade Edition

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 21

WAYLAND, MICHIGAN U.S.A., SEASON OF 1954

NO. 1

DAHLIAS FOR FIFTY-FOUR

We consider the Classified Columns of the FLORISTS' REVIEW (Chicago) the most complete and reliable index to the plant and bulb industry in America. Nearly all the growers advertise in these columns and naturally we follow them very closely from the beginning to the end of the season to form our estimates on the available stock throughout the season. This past spring (1953) we believe growers of dahlias were carrying their ads to a later period than has been the case in many years. The dahlia planting season usually starts about May 1st and the ads begin to drop out; but this year many of the growers were still running their ads in June from which fact we would infer that stocks in the grower's hands were still quite complete and gave no indication of a complete sell-out as in former years. There seemed to be no drop in prices in these late ads so it is very likely there was no alarming surplus in the hands of any grower, yet the fact still remains that there were still bulbs available and the usual earlier sell-outs had not been experienced. I do not attribute this fact to over production in 1952 but rather to two quite unusual conditions. The first of these was the unusually severe drought which prevailed in the southern states last year and resulted in a very noticeable drop in southern demand for dahlias, and the second is the fact that quite a large quantity of Holland dahlias were shipped into our country last year and took the place of our American bulbs in the hands of many of our jobbers. I do not think either of these conditions will be permanent factors in our particular line because it does not seem that the great South would not repeat its former bumper crop seasons, and certainly we need not worry about imported dahlias taking the place of American products because nearly every dahlia grower has been trying out these bulbs for years in his own fields and while they may be cheaper

than the American bulbs, we have never yet had a satisfactory field performance from any imported dahlia bulbs we have tried out.

While, as we stated above, we believe planting stocks were quite plentiful this year this very fact would normally insure against any increase in acres planted over last year because very few growers would be likely to plant more than they had been able to sell the past year.

Taken on the whole, therefore, we would estimate that the acres planted to dahlias in America this year will be perhaps slightly less, certainly no more, than last year; prices will remain about the same as last year with the exception of some slight drops in the newer varieties of which planting stock is becoming more plentiful and, therefore, a little less costly. Standard varieties will remain about the same and I think sales in the North especially will be a little better than last year in view of the fact that dahlias bloomed so freely and did so well in nearly all sections of the north country last year.

I think every economist will agree with me when I express as my sincere belief that the greatest single factor in raising the American standard of living to its present high point is the mail order catalog. It was through the catalogs of Sears, Roebuck and Co., Montgomery Ward and Spiegel and such houses that the great mass of the people became familiar with the leading modern household appliances and it was through the colored seed and nursery catalogs that the American people became acquainted with the modern horticultural developments. Were it not for the demands of these seed and nursery dealers for newer and better varieties in order to enable them to carry on our gardeners would still be raising the old Acme and Trophy tomatoes, Eclipse beet, Black Wax beans, Cory

corn, Black Spanish watermelon, Green Nutmeg muskmelon, old Willson's Albany strawberries, Crawford's and Hill's Chili peaches, etc. These were all good varieties but hardly to be compared with the present day specialties, every one of which has been developed almost wholly because of the demand of the mail order catalog man. This very line of industry is now being threatened—and seriously threatened—by the constant increase in postage rates which our government is finding it necessary to impose. I think this is a matter of vital interest to everybody and I do not think it can be met by any effort on the part of the mail order men to block these increases in rates which are inevitable under present conditions of advancing costs in every line. The only way I can conceive of which would be fair and just to all parties and settle for all time so far as the mail order man is concerned this question of increased postal rates would be for us to urge our Congressmen to pass a law which will make it permissible to make parcel post shipments **charges collect** just the same as is possible with express shipments. This would enable the mail order man to set a definite price on his goods and put it entirely up to the customer to pay the transportation charges regardless of where he may live; then if these rates are too high Congress will hear from the people as a whole rather than from a few hundred of us and they would be expected to act accordingly.

The point of Expediency seems to be the leading factor in most all sorts of political action nowadays. Legislators pay much less attention to whether a proposition is right or for the best interests of the country or not but are governed almost entirely by the question of Expediency. "Some thing must be done" seems to be the watchword and what results? I leave it to you to answer it.

DIG & DUNG

PUBLISHED BY

WAYLAND DAHLIA GARDENS

E. R. & H. M. Ryno, Props.

Wayland, Michigan

SEASON OF 1954

FOR MAIL ORDER TRADE

Since our business was started in 1925 we have made a specialty of dahlias for the mail order trade; and every year we supply, either directly or indirectly, nearly all the great seedsmen, nurserymen and mail order houses in the great midwest as well as many of those near both the Atlantic and Pacific coasts. To meet the requirements of this trade it has been necessary for us to keep our list thoroughly up to date adding all the better varieties as soon as they were introduced, keeping our prices as low as possible to enable our dealers to offer these newer and better varieties at popular prices, and maintaining a uniform high standard of quality which would insure complete satisfaction among our dealer's customers.

At the start of this business dahlias were a rather unimportant item in most of the catalogs and entirely omitted from many of them. Seldom did you see more than three or four of the older varieties listed or more than an eighth of a page devoted to them. Now after more than 25 years dahlias have become one of the leading features in nearly every catalog with many varieties listed, some of them illustrated in full color and others in black and white. The sales have been increasing and profits are as large as on any other item in the catalog.

We feel that our efforts are at least to some extent responsible for much of this development and we also believe that the fact that we have served so many of these customers year after year for so many years should be a pretty good indication of the character of our stock and service for this particular line of trade.

If you sell your goods by mail and issue a catalog, our long experience in this particular line of work might be of considerable value to you; and, of course, such information as we are able to give you is available without cost to you.

For Advertising And Bargain Offers

We are probably the only growers in the country who is in a position to supply dahlias in quantities running up into the thousands or hundreds of thousands of roots for use as special advertising or premium offers and we have complete facilities for direct mailing of such offers when desired. If you are interested in this particular kind of a deal we shall be glad to quote on your specification.

FOR JOBBERS' TRADE

We are supplying many of the largest jobbers with roots which are suitable for packaging and selling through the retail trade. It is impossible for us to cut our prices on such stock in regular named varieties but by offering our assorted large flowering varieties under definite colors we have been able to meet the requirements of this trade to their complete satisfaction.

The colors we are offering for this particular trade are those most in demand and we can assure our customers of really wonderful values on this particular item at a uniform price of 5c per root, customers selection of color. No orders for less than 1,000 roots will be accepted at this price.

Wrapped Dahlias For Counter Trade

This is another item in our list which has proved to be a very good seller and we think it will be found far more satisfactory to the dealer than bulk roots which deteriorate much more noticeably when placed in open air and light than they do when each root is wrapped and labeled. These roots will come in very fine varieties which should sell readily at 25c, 35c and 50c each and they cost you only 10c each which leaves a handsome profit even at the lowest price. See page 6.

Boxed Dahlias for Counter Trade

Modern methods of merchandising, such as the Super-market, Serve-self stores, etc., are creating a remarkable demand for nearly all horticultural products in packages which will sell on sight depending largely on the use of color on the package to take the place of a personal salesman. To meet the demand of this particular class of trade we are offering a complete line of Boxed Dahlias comprising collections of many varieties at prices ranging from 30c to \$1. per box for collections which normally retail from 89c to \$3.75 per box. These packages are under special four color labels and sell readily at sight and the margin of profit on each sale is as great as offered by any line of goods on the market.

We are offering a number of ready made collections this year and in case orders are of sufficient size we can make up special collections giving you such varieties as you may desire in almost any price range. This special service will be of interest to many of our jobber customers who may wish to have their own special collections made up to sell at their own prices to their particular customers.

Colored Posters

We have prepared a set of three posters in quarter-sheet, half-sheet and full-sheet sizes which, we believe, will aid in your display of our goods and greatly increase your sales. A set of these posters may be had by any of our customers upon request.

Collections And Units

We have always believed strongly in offering dahlias in collections at a special price per collection as well as by listing them individually and selling by the single root. This gives the customer a perfectly balanced selection of types or colors and at the same time saves considerably on the cost of packaging and mailing.

There are really seven different shades of color among dahlias, as follows:—Red, Pink, Yellow, White, Lavender or Purple, Buff or Orange and Bi-color. In offering collections of dahlias these colors should be carefully blended and each collection should be made up about as follows:—

Collection of three roots — Red, Pink and Yellow.

Collection of four roots — Red, Pink, Yellow and White.

Collection of five roots — Red, Pink, Yellow, White and Lavender or Purple.

Collection of six roots — Red, Pink, Yellow, White, Lavender or Purple and Buff or Orange.

Collection of seven roots — All seven colors or shades.

Offered in such collections a minimum price of \$1. is possible and larger collections and better varieties can be sold at higher prices ranging up to \$5. or more and yet without being much out of line with prices such as are almost always charged by the leading growers.

Nationally Known Brands

Most of the leading stores realize the importance of making connections with the producers of nationally known lines in every branch of trade. Dealers attach a money value to agencies for such concerns as General Motors, Ford, General Electric, Westinghouse, Etc., because they know that these concerns are putting up products in which the dealer can feel absolute confidence when he recommends it to his own customers. Such concerns are not fly-by-night organizations who are here today and gone tomorrow but have a reputation of many years of square dealing which every customer in every line is bound to take into consideration when he makes his own purchases.

This same fact applies to dahlias. We have been growing dahlias for many years; our exclusive brand of Blue Label Dahlias is favorably known among all the leading dahlia growers from coast to coast and we have sold these dahlias year after year through the very highest class trade. Our products are being planted every year in every state in the union as well as in all of our territorial possessions; and we are generally recognized as by far the largest grower of dahlias in the world.

All these facts should have some weight with you when you come to place your order. Do you want the very finest American product or do you want some unknown and unheard of line of goods that may perhaps be offered for less money or with a lot of promises that cannot be fulfilled?

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type package required and to ship direct to customers under your own label if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality and not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith and that you will look to us for such part of stock reserved as you may actually require in filling your orders. Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$50.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$50.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up — labor, paper, boxes and packing material, fuel, taxes, etc. — it will be noted that we have advanced prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

NET GROWERS PRICES FOR 1954

This stock is all produced on the American farms of the world's largest dahlia grower. Every root can be depended upon to be Sure to Grow, Free from Disease, True to Name. No imported bulbs in our stock and absolutely no varieties which have not been thoroughly tested and proved in actual field culture.

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 3c per root to cover additional cost of labelling and packing.

10% extra count is given in all cases—that is 11 for 10, 110 for 100, etc.,—except where roots are packed in special boxes or cartons ready for reshipment—to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from roots — not plants — planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters — no haggling, no broken necks, no culls — every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

For individual wrapping and labelling add 1½c per root to prices given.

LARGE FLOWERING TYPES

(A) Art or Peony-flowered (B) Ball or Show (C) Cactus (D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as "out for this year" and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

At 4c Each

MIXED—Every year at planting time our third and last sorting of planting stock is thrown into one lot and planted as Mixed. This lot represents at least a few roots of almost every variety in our list of Large Flowering Dahlias, and because of the fact that there are such limited quantities of each of the many varieties represented no effort is made to reclaim these varieties at digging time. This mixture is undoubtedly the finest and most varied assortment of dahlias ever offered and should make a most attractive Special Bargain Offer feature for your catalog. If desired, we can pack these roots in lots of 6 or 8 in a special corrugated slide box, 5x6x2½ inches, at 5c per box extra.

At 5c Each

MIXED BY COLOR—This item is made up from surpluses in our named varieties, and is intended especially for Jobber's Trade. Not less than 1,000 roots of a color can be supplied under this offer. Available in Red, Pink, Yellow, White and Lavender.

At 6c Each

Geisha (A) Yellow and red
Queen Wilhelmina (White Queen) (A) Pure white
A. D. Livoni (B) Pink
Bonnie Blue (B) Bluish
Floral Park Jewel (B) Red tipped white
Mrs. C. D. Anderson (B) Crimson mauve
Orange Ball (B) Orange
Purple Ball (B) Purple
Red Chief (B) Bright red
Schampel's Ball (B) Buff tipped white
Storm King (B) White
Stradella (B) Rose Purple
Tillamook (B) Light pink
Vivian (B) White tipped purple
Yellow Duke (B) Yellow
Bertha Horne (C) Bronzy yellow
Celia (C) Lavender pink
Libelle (C) Royal purple
Agnes Haviland (D) Rose pink and yellow
Countess of Pembroke (D) Lavender
Darlene (D) Shell pink
D. M. Moore (D) Maroon, almost black
Doazon (or Big Gus) (D) Orange scarlet

Dr. Tevis (D) Salmon pink
Mrs. J. Harrison Dick (D) Yellow and pink
Yellow Colosse (D) Yellow

At 7c Each

Cleopatra (A) Golden buff
Diana (A) Scarlet. This is the true Marean Diana
Rosalia Styles (A) Pink
White Cap (A) White
Etenard de Lyon (C) Lavender
Aida (D) Maroon
Avalon (D) Yellow
Ellinor VanderVeer (D) Glowing rose pink
Harry Mayer (or Blue Moon) (D) Pale Roselyn purple
Iowa (D) Maize tipped pink
Judge Alton B. Parker (D) Yellow buff
Margaret Woodrow Wilson (D) Creamy white
suffused pink
Rosa Nell (D) Deep rose pink
Sanhican's Bluebird (D) Large bluish
Silver Sheen (D) Lavender
White President (D) White
Zion's Delight (D) Large deep red

At 8c Each

Barbara Redfern (D) Large gold and rose
Gallant Fox (D) Red
Hillcrest Mandarin (D) Large red and yellow
Jean Kerr (D) White
Mina Burgle (D) Red
Mrs. I. de Ver Warner (D) Orchid lavender
Oyster Bay Beauty (D) Large oxblood red
Pride of Stratford (D) Best large red orange
Rose Glory (D) Rose Lavender. Fine cut flower
Sanhican's Monarch (D) Large Tyrian rose center, lighter tips
Texas (D) Orchid
The Commodore (D) Most dependable giant yellow informal

At 10c Each

City of Cleveland (D) Huge orange suffused red
Commando (D) Large lavender
Josephine G. (D) Pink
Kemp's White Wonder (D) Large white
Marshall's Pink (Marie) (D) Light pink
Mrs. Geo. Le Boutillier (D) Finest large red
Nanaquaket (D) Large pink
Penn Charter (D) Huge buff tinted apricot
Robert Treat (D) American Beauty red
Rose Fallon (D) Giant old gold
Snowdrift (D) White
W. H. T. (D) Old rose
Zadig (D) Golden buff

At 12c Each

Blue River (D) Huge bluish
Clara Carder (D) Large cyclamen pink
Eleanor Radell (D) Rose Pink
Fred Springer (THE GREAT KILLY-LIEU or BEDDING or HEDGING DAHLIA) (D) Brilliant red
Jane Cowl (D) Bronzy buff and salmon
King Alfred (D) Red with light reverse
Omar Khayyam (D) Large red and orange
Oriental Glory (D) Cadmium orange
Sagamore (D) Apricot buff
Sharazad (D) Large pink
Wm. H. Hogan (D) Large red and white bi-color
Wenning's White (D) White

At 15c Each

Gov. Heil (C) Orange
Jersey's Melody (C) Pink, light yellow base
Osa Helen (C) Huge American Beauty red

Arcturus (D) Scarlet and gold
Betty Zane (Pink Favorite) (D) Large pink
California Idol (D) Finest large light yellow
Daddy Kemp (D) Huge reddish purple
Delwood's Glorious (D) Deep pink
Detroiter (D) Rich red
George A. Relyea (D) Orange tipped white
Girl of Hillcrest (D) Golden buff
Hillcrest Sunset (D) Autumn shade
Incandescent (D) Bronzy yellow and pink
Jersey's Sovereign (D) Salmon orange
Jimmy Foxx (D) Henna
Kilgore's King (D) Large yellow shaded pink
Montebello (D) Violet crimson
Mrs. Thomas A. Edison (D) Red with lighter reverse
Red Sunset (D) Bright red
Robert Scott (D) Autumn shade
Sherwood's Peach (D) Giant bright salmon buff
Thomas A. Edison (D) Royal purple
Wm. G. Wyllie (D) Large yellow, buff and pink

At 20c Each

Alice May (D) Fine large white
Col. Lewis (D) Large dark pink
Dorothy Ward (D) Large lavender
Eva Martin (D) Pink
Forest Fire (D) Yellow overlaid red
Glamour (D) Huge purple
Jersey's White Beauty (D) White
Kilgore's Purple (D) Purple
Kindig's Purple (D) Latest, largest, loveliest purple
Link's Gorgeous (D) Yellow overlaid pink
Miss Oakland (D) Large pure white
Monarch of the East (D) Huge golden buff
Mrs. W. Keene (D) Yellow
Ogden Reid (D) Huge informal pink
Pink Profusion (D) Pink
Twilight (D) Pinkish lavender
Zant's Pink (D) Dark pink
Zant's Purple Beauty (D) Fine large purple

At 25c Each

Amelia Earhart (C) Autumn shade
Mrs. E. J. (C) White suffused pink
Dorothy Tooker (D) White suffused pink
Kemp's Glamorous (D) Large yellow and pink
Kemp's Great Eastern (D) Huge orange gold
Kemp's Monarch (D) Reddish orange
Premier's Winsome (D) Huge light pink
Treva Tobin (D) Huge lavender
Victory (D) Large salmon pink

SMALL FLOWERING TYPES

While our planting of Pompons and Miniatures is still quite limited, our plants at the date of this writing (July 15th) are looking very fine and should give us a crop sufficient to take care of those of our customers whose catalog circulation is not over 200,000 copies. Our planting stock this year was entirely of our own growing and we, therefore, can feel certain that it is absolutely true to name and free from disease.

Pompons At 10c Each

Amber Queen (P) Apricot and amber
Bobby (P) Plum
Dee Dee (P) Lavender
Darksome (P) Maroon
Edith Mueller (P) Gold edged orange
Johnny (P) Red
Jonkheer C. Van Sitters (P) Yellow tipped orange
Morning Mist (P) White suffused lavender
Phyllis (P) Purple
Rosalie (P) White suffused pansy purple
Sunbeam (P) Red with yellow base
Yellow Gem (P) Yellow

Miniatures At 10c Each

Baby Royal (M) Salmon pink
Blue Eyes (M) Bluish
Corinna (M) Deep yellow
Diana Jean (M) Light yellow
Fairy (M) Tiny Jersey's Beauty pink
Orchid Lady (M) Orchid lavender
Princess Alba (M) White
White Fawn (M) White

Mixed Pompons and Miniatures at 5c Each

We shall have a few thousand roots of Mixed Pompons and Miniatures available. This mixture will be especially desirable for Florist's planting and Bargain Offers.

Wrapped Dahlias 1954 ASSORTMENT

FOR COUNTER TRADE

100 Roots, not less than ten good varieties, which should sell for 25c, 35c and 50c each, every root wrapped and labelled (Order 1954 Assortment) - \$10.00

This will include large size colored posters and streamers which will practically sell these dahlias without effort on your part. Order several collections to be sure you have enough to supply all your customers.

Get Your Reservation Order In Now

Stock to be Shipped When Needed

Wayland Dahlia Gardens

Largest Dahlia Growers In The World

E. R. and H. M. Ryno, Props.

WAYLAND

PHONE 3661

MICHIGAN

BOXED DAHLIAS For Counter Trade



We are offering a very fine line of Boxed Dahlias for Counter Trade this year with two entirely new Series added to give us a line which will include some of the newer varieties and also the well liked ball type dahlias at very low prices. All these boxes have specially designed four color labels and will sell readily without any sales effort on the part of the dealer. We suggest that you place your order for several of the Series because many customers will want a box or more from each Series once they see the packages. Orders should be placed early and shipping date should be specified so you may have the goods to place on sale not more than a week or two before planting time which is a week or two before your last killing frost.

SERIES A—6 roots of large-flowering dahlias, assorted types and colors, varieties not indicated on label and roots not separately wrapped. Packed in box with 4-color label. Price to you 30c per box (\$3.60 per case). Retail for 89c to \$1. per box.

SERIES B—6 roots of Beautiful Dahlias, varieties indicated on label, 1 Art-type, 1 Ball-type, 1 Cactus-type and 3 Decorative type, each root wrapped and labeled individually. Price to you 50c per box (\$6. per case). Retails up to \$1.50 per box.

SERIES E-1—6 roots of Exhibition Dahlias, all large decorative type, standard varieties indicated on box, each root wrapped and labeled individually. Price to you 60c per box (\$7.20 per case). Retails up to \$2.00 per box.

SERIES E-2—6 roots of Exhibition Dahlias, all newer dinner plate size varieties indicated on box, each root wrapped and labeled individually. Price to you 75c per box (\$9.00 per case). Retails for up to \$2.50 per box.

SERIES H.R.—5 roots of the finest Honor Roll dahlias, varieties indicated on box, each root wrapped and labeled individually. Price to you \$1. per box (\$12. per case). Retails for up to \$3.75 per box. The varieties included in this collection are the very finest grown and generally sold by retail growers for \$1. or more per root—and we consider them worth the money.

SERIES G.—4 giant dahlias, dinner plate size varieties indicated on box but not wrapped and labeled individually. Price to you 50c per box (\$6. per case). Retails up to \$1.50 per box.

SERIES BALL—6 ball-type dahlias, varieties indicated on box but roots not wrapped and labeled individually. Price to you 40c per box (\$4.80 per case). Retails for up to \$1.50 per box.

ALL BOXED DAHLIAS are packed in cases of 12 boxes only. Please do not ask us to break cases.

A FULL SET OF COLORED ADVERTISING POSTERS—quarter-sheet, half-sheet, and full-sheet sizes—
included with each order.

Wayland Dahlia Gardens

PHONE 3661

Wayland, Michigan

Get Your Reservation Order in Early

This year we have the largest and most complete planting of dahlias in our history and are in a position to furnish nearly every one of the newer and better varieties in any quantity required. Prices are based on actual cost of production, using the most modern equipment, and facilities for rendering prompt and satisfactory service to customers are in keeping with our modern American ideas of mass production and distribution. We are already booking orders for 1954 shipment and since we require no deposit with your order we urge that you look over our price list carefully as soon as you receive this bulletin and forward us your Reservation Order without delay. This will insure your getting the finest American grown dahlias, produced on the American farms of the world's largest dahlia grower. Don't mislay this price list or put off making your estimate of your next spring's requirements. Make your selection while dahlias are in bloom which is from September 1st until frost.

WAYLAND DAHLIA GARDENS

Home of a Million Dahlias

WAYLAND

PHONE 3661

MICHIGAN

Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

GUARANTEE — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS — Unknown persons should send either cash in full or 25% with order, balance C.O.D. Parties whose credit is approved may order roots shipped any time after Dec. 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

REFERENCE — As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan